

**B. Remarks**

In response to the Office Action mailed August 12, 2004, the Applicants respectfully request reconsideration of the application in view of the amendments above and the following remarks.

5       Upon entry of the amendments above, claims 11, 15-18, 46, 49, 51-54 and 56-77, including independent claims 11, 46, 51, 57, 58, 66, and 74 are pending.

In the amendments above, Applicants amend claims 11, 17, 46, 51, 63, 66, 70, and 72 to clarify the patentability of the invention and/or to correct typographical errors or minor grammatical errors. No new matter has been added. Applicants amend claim 11 to  
10 specify that: (1) the asset allocator is operative to receive one of a spend cash request, a raise cash request, a rebalance request, and a re-rank request (as taught in the specification between page 27, line 7 and page 28, line 3); and (2) managing a securities portfolio further includes normalizing security forecasts from at least one advisor and translating the normalized forecasts into security forecast rankings (as taught in the specification on page  
15 37, between lines 7 and 25 and in claim 51) and determining combined rankings for proposed trades of relevant securities (as taught between page 35, line 23 and page 36, line 19 and on page 38, between lines 12 and 22).

Applicants amend claims 17 and 51 to correct typographical errors or minor grammatical errors. Applicants amend claim 46 to correct minor grammatical errors and to  
20 specify that the analysis display includes a current risk ranking and stock rating and a projected risk ranking and stock rating, wherein the analysis display allows a client to compare a current portfolio's average to a projected portfolio's average after a proposed trade (as taught on page 50, between lines 10 and 15 and in FIG. 12).

Applicants amend claims 63 and 70 to specify that determining a risk ranking for a  
25 relevant security includes: for the relevant security adding about a 0.1% weighting to the portfolio (as taught on page 41, line 11). Applicants amend claim 66 to specify that the method includes: normalizing security forecasts from at least one advisor and translating the normalized forecasts into security forecast rankings (as taught in the specification on page 37, between lines 7 and 25 and in claim 51); and determining combined rankings for  
30 proposed trades of relevant securities (as taught between page 35, line 23 and page 36, line 19 and on page 38, between lines 12 and 22).

Applicants amend claim 72 to specify that normalizing security rankings includes collecting security rankings for a security from a plurality of security analysts, aggregating the security rankings for the security onto a uniform ranking scale (as taught on page 5, between lines 31-34).

5        New claims 74 to 77 have been added. Support for new claim 74 can be found, among other places, in FIGS. 3A, 3B, 9, 14 and 16 and in the associated text (e.g., between page 47, line 3 and page 51, line 22). Support for new claim 75 can be found in FIG. 10 and on page 48, between lines 1 and 20. Support for new claim 76 can be found in FIG. 14 and on page 51, between lines 8 and 12. Support for new claim 77 can be found on page 51  
10      between lines 18-20. No new matter has been added.

#### Election/Restriction

Claims 31, 34, 35, 37-39, and 73 have been canceled as drawn to non-elected inventions pursuant to the Office Action mailed March 29, 2004 and Applicants' election of Group I (Claims 11, 15-18, 46, 49, 51-54, 56-72) in their Response mailed April 26, 2004.

15      Applicants reserve the right to pursue the subject matter of these claims in a later filed application.

#### Specification

The disclosure was objected to because it contained an embedded hyperlink and/or other form of browser-executable code. Applicants have deleted the embedded hyperlink  
20 and/or other form of browser-executable code from the specification. Thus, Applicants respectfully assert that this objection has been traversed.

#### Nature of the Invention

With reference to FIG. 12, the invention relates to systems and methods for providing investment or trading advice in light of current holdings in a portfolio. For  
25 example, the advice can include recommendation 252 regarding which securities to buy or sell and how much of the securities to buy or sell in light of current holdings in a portfolio.

The specification, between page 34, line 14 and page 43, line 24 and with reference to FIG. 5, describes generating an order list or trade list (e.g., a buy/sell list) by computing combined ranks for relevant securities, the combined ranks being based at least in part on risk rankings and on security forecast rankings, i.e., a forecast return ranking. The invention derives security forecast ranking from information provided by security analyst(s). See claims 11, 51, 57, 58, and 66.

*In one embodiment, the combined ranking is a weighted sum of a risk ranking, a security forecast ranking/return ranking and a tax ranking. See claims 57, 62, 67 and 68.*

*In one embodiment, the return ranking is based on an aggregation of normalized securities rankings from a plurality of security analysts. See claim 72. Incorporating internally*

5 *consistent forecast return rankings for a large universe of stocks allows a user of the present invention to take into account the views of selected advisors, either individually or in aggregate, regarding future performance of specified securities.*

The computation of the combined ranks can include *determining marginal risk for discrete-sized, i.e., quantum, changes* in relevant holdings (page 41, lines 9-24). In one embodiment *determining a marginal contribution to risk includes: adding a specified weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting original values; and dividing by a change in weight*. See claims 51, 57, 61, 62, 68, and 69. Because trades actually occur in discrete sizes, a portfolio manager or investor, using the methods and systems of the claimed invention, receives more accurate feedback, e.g., on the impact on a portfolio of a proposed trade.

The computation of the combined ranks can include the determination of factor ranks, residual ranks and can further include the determination of tax ranks. Each of the individual ranks can be scaled to facilitate their use in deriving the combined ranks. The computation of factor ranks can be based on active weights, i.e., variations from positions taken in a selected benchmark or model portfolio (See for example, page 40, lines 7-12). Because a user is typically interested in performance of the user's portfolio versus a benchmark portfolio, using active weights (as opposed to comparison of the user's portfolio versus a pure cash position) provides the user with more accurate feedback.

Embodiments of the invention allow a user to interactively propose potential trades and examine the impact of the trades on portfolio metrics such as a risk metric and a return metric, i.e., alpha. Similarly, embodiments of the invention provide recommendations for trades and illustrate the impact of selected recommended trades on portfolio metrics such as a risk metric and a return metric, i.e., alpha. These metrics are shown in the Analysis section 256 of the user interface shown in FIG. 12. See claims 47, 51, 54, and 56.

30 Yet other embodiments of the invention provide methods for managing a plurality of portfolios. With reference to FIG. 16, the methods include: displaying a rebalance accounts display for providing information about a plurality of accounts; allowing a user to

select one or more accounts for rebalancing; allowing a user to select a trading template to apply to the selected accounts; and applying the trading template to the selected accounts.

FIGS. 2A, 3A, 5, and 12 and the text associated with these figures relate to the aspects of the invention described above.

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**Rejection of claims 11, 15-18, 46, 49, 51-54, 56, 58, 60, 65, 66, 69, 71, and 72 under 35 USC 102(b)**

Claims 11, 15-18, 46, 49, 51-54, 56, 58, 60, 65, 66, 69, 71, and 72 stand rejected under 35 USC 102(b) as unpatentable over U.S. Patent No. 6,601,044 issued to Wallman (hereinafter “Wallman”). Reconsideration and withdrawal of this anticipation rejection is deemed in order and requested.

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**Amended Independent Claim 11**

As defined by amended claim 11, the invention provides a computer-implemented method for providing investment advice to a client over a computer network. The method includes: providing a database maintaining portfolio information for a plurality of securities portfolios; and providing a server computer operably coupled to the database and accessible via client computers to a plurality of clients.

The server computer includes: an asset allocator operative to receive one of a spend cash request, a raise cash request, a rebalance request, and a re-rank request; a ranker component in communication with the asset allocator; a security analyst component in communication with the asset allocator; and a portfolio component in communication with the asset allocator. The method of amended claim 11 further includes managing a securities portfolio identified by the database for a client by: receiving portfolio information; using the ranker component to pass a get benchmark request to the portfolio component; 20  
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*normalizing security forecasts from at least one advisor and translating the normalized forecasts into security forecast rankings;* using the ranker component to pass a get security rankings request to a security analyst component; determining risk rankings for relevant securities using portfolio minus benchmark weights; *determining combined rankings proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings;* and *generating an order list based on the combined rankings.*

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Contrary to the assertion in the August 12, 2004 Office Action that claim 11 is anticipated by the Wallman patent, amended claim 11 contains recitations that are

completely absent from the Wallman patent. For example, the Wallman patent does not disclose the following amended claim 11 recitations:

- 1) normalizing security forecasts from at least one advisor and translating the normalized forecasts into security forecast rankings; (hereinafter the “normalizing security forecasts” recitation)
- 5 2) determining combined rankings for proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings; (hereinafter the “determining combined rankings” recitation) and
- 10 3) generating an order list based on the combined rankings (hereinafter the “generating an order list” recitation).

THE “NORMALIZING SECURITY FORECASTS” RECITATION

Taking the above-quoted recitations in turn, the “normalizing security forecasts” recitation is completely absent from the Wallman patent. Wallman does not teach or even discuss normalizing security forecasts from at least one advisor or translating the normalized forecasts into rankings. Page 4 of the August 12, 2004 Office Action appears to provide the most relevant comments regarding the above-quoted recitation. Page 4 of the Office Action states in relevant part:

20 using the ranker component to pass a get security rankings request to a security analyst component (column 25, line 18-column 26, line 27; the system provides the list of stocks that match the investor’s criterion);

Thus, page 4 of the Office Action merely quotes the “pass a get security rankings request” recitation from claim 11, refers to column 25, line 18-column 26, line 27 of the Wallman patent, and appears to paraphrase the disclosure of the cited portion of Wallman as teaching that “the system provides the list of stocks that match the investor’s criterion.”

Providing a list of stocks that match an investor’s criterion (such as the list shown in FIGS. 5 or the list shown in FIG. 13 of Wallman) does not teach “normalizing security forecasts from different advisors and translating the normalized forecasts into security forecast rankings” (as taught between page 37, line 14 and page 38, line 12 of the present application) because, among other reasons, Wallman appears to merely disclose a listing of stocks where the stock is either included in, or excluded from, a portfolio depending on a selection criteria, such as annual revenue of the company issuing the stock. The listed stock may have an associated differential return relative to some standard such as the S&P 500 as

shown in FIG. 5 of Wallman. However, that differential return appears to be derived solely from historical returns (see Fig. 5's characterization of the differential return as "last 12 months").

In contrast, the invention of amended claim 11 normalizes forecasts from at least 5 one advisor, and translates the normalized forecasts into security rankings. More specifically, as taught between page 37, line 14 and page 38, line 12 of the present application, different advisors may use different scales for their forecasts. Since one embodiment of the present invention compares and possibly combines forecasts from different advisors, this embodiment normalizes the forecasts. Thus, in one embodiment, the 10 system normalizes each set of forecasts such that they have an average value of zero and a standard deviation of one. The system 80 (see FIG. 1) determines a minimum (-2) and maximum (+2) standardized value. The system 80 then translates the normalized forecast into a ranking centered around the average of the worst and best rank. In one embodiment, the system defines these forecast rankings as

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$$\text{Forecast ranking} = (\text{worst rank} + \text{best rank}) / 2 + \text{Normalized forecast} * (\text{best rank} - \text{worst rank}) \\ / (\text{max std value} - \text{min std value})$$

Normalizing security forecasts and translating the normalized forecasts into 20 rankings advantageously allows an investor to systematically take advisor/analyst forecasts into account when considering a particular transaction or set of transactions. Thus, Wallman does not teach the "normalizing security forecasts" recitation as claimed in amended claim 11.

THE "DETERMINING COMBINED RANKINGS" RECITATION

25 With respect to the second recitation, the "determining combined rankings" recitation, page 4 of the August 12, 2004 Office Action merely states the following as support for the position that Wallman anticipates this recitation:

determining combined rankings for relevant securities based at least in part on risk rankings and on security forecast rankings; (column 37, line 30 58-column 38, line 26; risk ranking and differential return ranking; column 16, lines 37-55; column 30, lines 32-60; column 40, lines 40-50; security forecast ranking);

Page 4 of the Office Action quotes the "determining combined rankings" recitation from 35 claim 11, refers to column 37, line 58-column 38, line 26 of the Wallman patent, and

appears to paraphrase the disclosure of the cited portion of Wallman as teaching risk ranking and differential return ranking. Column 37, line 58-column 38, line 26 of the Wallman patent states in relevant part (with reference to FIG. 13):

5           *Screen B also shows the calculation of the risk (beta) 55b-55h and expected differential return levels 56b-56h for the stocks that are used to calculate the portfolio risk levels 53a and the expected differential returns 54a of the portfolio.* It would also be made clear that a principal benefit of the computer-based system of the present invention and the concept of using a portfolio for investing instead of individual stocks is the notion that the riskiness in any one stock held in a portfolio may be different from the riskiness of that stock held by itself... Consequently, *investors will be cautioned to focus on portfolio risk/returns, not individual stock risk/return.* Again, then, *there is a great advantage to investors as described above from being able to adjust their whole portfolio characteristics just through moving a pointer* (51a, 52a in Screen A up or down...), *as opposed to having to consider and understand the effects on the portfolio from modifying individual stock positions.* Thus less than expert investors, for example, can have their portfolio adjusted automatically by having the system re-weight or add cash, or leverage, when the investor adjusts the pointers, dials or colors. ... [Emphasis added.]

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Thus, with reference to FIG. 13, Wallman does appear to discuss risk (beta) 55b-55h and expected differential return levels 56b-56h for the stocks that are used to calculate the portfolio risk levels 53a and the expected differential returns 54a of the portfolio. However, no mention is made as to how Wallman determines the expected differential return levels. FIG 5 appears to indicate that differential return calculations are based on returns for the past 12 months.

25           Moreover, the cited section, i.e., column 37, line 58-column 38, line 26, in particular, or Wallman in general, does not teach or even discuss determining combined rankings for proposed trades as recited in claim 11. In fact, Wallman does not appear to 30 use the terms “rank” or “ranking” at all. Indeed, page 12 of the August 12, 2004 Office Action appears to acknowledge that at least one type of combined rankings is not disclosed in Wallman. Page 12 of the August 12, 2004 Office Action states that “Wallman does not disclose determine [sic] combined rankings of relevant securities as a weighted sum of risk rankings, security forecast rankings and tax rankings [Emphasis added].” Fig. 5 35 illustrates one embodiment of the determination (step 5 in FIG. 5) of combined rankings according to the invention.

Again with respect to the second recitation (i.e., the “determining combined rankings” recitation), the August 12, 2004 Office Action continues on page 4 by referring to column 16, lines 37-55; column 30, lines 32-60; and column 40, lines 40-50 of the Wallman

patent and appears to paraphrase the disclosure of the cited portions of the Wallman patent as teaching security forecast ranking. A brief discussion of each of the cited sections now follows. Column 16, lines 37-55 of the Wallman patent states:

5       Once an affinity group is identified, the system can gather statistics for the investor noting, again hypothetically, that as a group, patent attorneys invest in high technology stocks. The system could then list the ten most frequently traded high technology stocks in which patent attorneys are interested. Similarly, the system can gather statistics for the investor on what level of risk and return generally characterizes the current portfolio investing by economists, and then create a portfolio that matches those portfolio characteristics.

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15       If an investor has a particular interest in a more specific affinity group, the investor might query the system of the present invention to provide all of the securities in which patent attorneys who specialize in mechanical engineering are investing. Again general groupings of securities could be presented or the top ten securities being traded by mechanical patent attorneys can be listed, or the portfolio characteristics can be selected and matched. [Emphasis added.]

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The cited section quoted above appears to discuss a system that can gather statistics for an investor on what level of risk and return generally characterizes current portfolio investing by an affinity group, and then can create a portfolio that matches those portfolio characteristics. The August 12, 2004 Office Action does not point to a teaching in Wallman of a combined ranking of any kind. This cited discussion is wholly unrelated to the claim 11 recitation of determining combined rankings for proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings. As claimed, the security forecast rankings are translated from normalized security forecasts and the security forecasts are received from advisor(s).

30       Column 30, lines 32-60 of the Wallman patent states in relevant part:

Referring to FIG. 4B, alternatively, or additionally, the computer-based system of the present invention also allows the investor to be presented with suggested portfolios created through other means—such as a recommended portfolio that reflects a specified strategy, such as the ten under performing stocks from the Dow Jones Industrial Index, or from a selected analyst, ... As shown in FIG. 4B, the investor can select from a category of portfolios 71-76, under each of which the investor can then select a particular type of portfolio within that category. For example, the investor can select an average portfolio for people with the same number of children as the investor by selecting "Similar Demographics" 74 and then "Number of Children" 77.

As further examples, a noted analyst may state that her ideal portfolio would be the following fifty stocks in the following proportions, or a magazine may

give its picks for the "ideal" portfolio, .... In any of these types of cases, Screen 5 would make available the list of companies and the suggested allocations (or if no allocation is provided by the entity creating the list, then in accordance with appropriate diversification requirements, risk and other preferences of the investor, as provided previously). [Emphasis added.]

The cited section quoted above appears to discuss a system that can present an investor with a recommended portfolio that reflects a specified strategy such as from a selected analyst. *Presenting a portfolio recommended by a selected analyst does not teach the claim 11 recitation of determining combined rankings for proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings because, among other reasons, merely presenting a portfolio does not make use of the analyst's predictions/forecasts regarding individual securities, whether the securities are included in, or excluded from, the analyst's recommended portfolio.* Again, as claimed, the security forecast rankings are translated from normalized security forecasts received from at least one advisor.

Column 40, lines 40-50 of the Wallman patent states:

As noted, *there will also be pre-packaged or suggested portfolios.* The present invention will keep track of those portfolios. For example, the Washingtonian picks can be displayed for an investor who can then be given the option to purchase a basket of securities that are the same as the expert's picks that have been published. The Dow 500 and the Fortune 500 top stocks may also be tracked by the present invention with the opportunity given to invest in the same top stocks as listed in the index or the magazine. Again, *performance data on the stocks and portfolios that are potential candidates for investment can be generated to further inform the investor.* [Emphasis added.]

The cited section quoted above appears to note that there will be suggested portfolios and that performance data on the stocks and portfolios that are potential candidates for investment can be generated to further inform the investor. It is unclear what performance data can be generated. Perhaps, as suggested by FIG. 5 of Wallman, the generated performance data is return data generated by a stock over the past 12 months. In any event, there is no discussion of the claim 11 recitation of determining combined rankings for proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings. As claimed, the security forecast rankings are translated from normalized security forecasts received from at least one advisor.

Thus, the sections (i.e., column 37, line 58-column 38, line 26; column 16, lines 37-55; column 30, lines 32-60; column 40, lines 40-50) cited on page 4 of the Office Action do

not disclose the amended claim 11 recitation of determining combined rankings for proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings.

THE “GENERATING AN ORDER LIST” RECITATION

5 With respect to the third recitation, the “generating an order list” recitation, page 4 of the August 12, 2004 Office Action merely states the following as providing support for the position that Wallman anticipates this recitation: “generating an order list based on the combined ranking (figure 13).”

Thus, the Office Action quotes the “generating an order list” recitation and merely  
10 refers to FIG. 13 of Wallman. FIG. 13 of Wallman appears to depict certain screens that may be presented to the investor during various steps in the process of creating or modifying a portfolio. Screen A appears to show one form of a general presentation of the risk 55a and expected differential in return 56a of a chosen portfolio 57a of six stocks. Screen B appears to show a detail of Screen A with the stocks specified and their relative  
15 contributions to the portfolio and their respective risks 55b and differential returns 56b. Thus, screen B appears to be the more relevant of the two screens and screen B appears limited to a showing of which stocks make up a portfolio, their relative contributions to the portfolio and their respective risks and differential returns.

In contrast, the invention as claimed in amended claim 11 generates an order list,  
20 e.g., a buy/sell list, based on the recited combined rankings. For example, with reference to FIGS. 12 and 13, the portfolio recommendation section 252 and the general information section (FIG. 13) of the illustrated graphical user interfaces include order lists, e.g., buy and sell recommendations, that a system according to the invention generates based on the recited combined rankings. Generating such an order list advantageously allows an  
25 investor to receive recommendations for a small number of specific trades. The recommendations based on combined rankings take into account advisor forecast(s) associated with a proposed trade and the proposed trade’s impact on the overall risk rating of the portfolio.

In sum, the Examiner does not and cannot cite sections of Wallman that teach the  
30 “normalizing security forecasts” recitation, the “determining combined rankings” recitation, and the “generating an order list” recitation. If the Examiner repeats this rejection, the Applicant respectfully requests that the Examiner cite the specific section(s) and the

specific language within the cited section(s) that the Examiner considers to teach the missing recitations.

Thus, for the reasons cited above, amended claim 11 is not anticipated by Wallman. In addition, amended claim 11 is not obvious in view of Wallman because, among other 5 reasons, Wallman teaches away from considering individual proposed trades as would be presented in the order list that results from amended claim 11. Wallman states the following in column 38, between lines 1 and 14:

Consequently, investors will be cautioned to focus on portfolio risk/returns, not individual stock risk/return. Again, then, there is a great advantage to investors as described above from being able to adjust their whole portfolio characteristics just through moving a pointer (51a, 52a in Screen A up or down (or the hand of a dial, or the color code on a litmus-type strip, etc.)), as opposed to having to consider and understand the effects on the portfolio from modifying individual stock positions. Thus less than expert investors, for example, can have their portfolio adjusted automatically by having the system re-weight or add cash, or leverage, when the investor adjusts the pointers, dials or colors. [Emphasis added.]

Thus, not only does Wallman not teach the “normalizing security forecasts”, 20 “determining combined rankings”, and “generating an order list” recitations, but it also teaches away from generating an order list of proposed transactions. Indeed, Wallman specifically teaches away from helping an investor to consider and understand the effects on a portfolio from modifying individual stock positions. See, e.g., the analysis display 256 in FIG. 12. Furthermore, amended claim 11 is not obvious in view of Wallman for the 25 reasons provided in the Declaration filed concurrently with this Amendment and Response. Consequently, amended claim 11 is patentably distinct from the Wallman patent.

#### **Amended Independent Claim 46**

As defined by amended claim 46, the invention provides a computer data signal embodied in a carrier wave. The computer data signal is transferred between an investment 30 advice server and a user’s client computer. The computer data signal includes: portfolio information associated with a user’s investment portfolio; benchmark information associated with the user’s investment portfolio; risk ranking information; stock rating information; and instructions for a client’s browser. The instruction are for the client’s browser to display: a trade station display including a mechanism operative to receive at 35 least one trade request; a holdings display operative to depict a relationship between the portfolio information and the benchmark information; an analysis display including a current risk ranking and stock rating and a projected risk ranking and stock rating.

wherein the analysis display allows a client to compare a current portfolio's average to a projected portfolio's average after a proposed trade; and instructions for the client's browser to transmit a trade request to an investment advice server upon submission of a trade request by a user.

5 Contrary to the assertion on pages 2 and 5 of the Office Action that claim 46 is anticipated by Wallman, amended claim 46 contains a recitation that is completely absent from Wallman. With reference to FIG. 12 of the present application, Wallman does not disclose an analysis display 256 including a current risk ranking and stock rating and a projected risk ranking and stock rating, wherein the analysis display allows a client to

10 compare a current portfolio's average to a projected portfolio's average after a proposed trade (the "analysis display" recitation).

Page 6 of the Office Action merely states the following with respect to the "analysis display" recitation:

15 an analysis display including a current and a projected risk ranking, and stock rating (figures 5, 13, items 53a, 55a-55h, 54a, 56a-56h, and column 37, line 58-column 38, line 26; risk ranking and differential return ranking; column 16, lines 37-55; column 30, lines 32-60; column 40, lines 40-50; stock rating);

Thus, page 6 of the Office Action quotes the "analysis display" recitation, cites 1) figures 5, 13, items 53a, 55a-55h, 54a, 56a-56h, column 37: line 58-column 38: line 26; and 2) column 16: lines 37-55, column 30: lines 32-60, column 40: lines 40-50, and appears to paraphrase these cites as teaching 1) risk ranking and differential return ranking and 2) stock rating, respectively. All the citations listed above other than the items in figures 5 and 13 are quoted in relevant part and discussed on pages 17-19 of this amendment and response. These citations were discussed in the context of the "determining combined rankings" recitation of amended claim 11.

Although FIGS. 5 and 13 do appear to show a current risk metric (see FIG. 13, items 55a-55h) and a current differential return metric (see FIG. 13, items 56a-56h), FIGS. 5 and 13 in particular, and Wallman in general, do not show an analysis display including a projected risk ranking and a projected stock rating wherein the analysis display allows a client to compare a current portfolio's average to a projected portfolio's average after a proposed trade. With reference to FIG. 12 and page 48, line 1-page 51, line 8 of the present application, one embodiment of an analysis display 256 includes a current risk ranking and a current alpha (stock rating) and a projected risk rating and a projected alpha (stock rating). Thus, using the analysis display 256 one can compare a

current portfolio's current risk ranking and stock rating to a projected portfolio's risk ranking and stock rating that would exist after the execution of a proposed trade. In other words, as stated in the present application on page 50 between lines 11 and 14, by selecting and deselecting alternatives and suggestions and then by refreshing the analysis display 5 256, the client portfolio is subjected to as many "what if scenarios" prior to trade execution as the user deems beneficial.

Thus, for the reasons cited above, amended claim 46 is not anticipated by Wallman. In addition, amended claim 46 is not obvious in view of Wallman because, among other 10 reasons and as noted above, Wallman teaches away from considering individual proposed trades as one can according to the "analysis display" recitation of amended claim 46. Indeed, Wallman specifically teaches away from considering and understanding the effects 15 on a portfolio from modifying individual stock positions. Furthermore, amended claim 46 is not obvious in view of Wallman for the reasons provided in the Declaration filed concurrently with this Amendment and Response. Consequently, amended claim 46 is patentably distinct from the Wallman patent.

#### **Amended Independent Claim 51**

As defined by amended claim 51, the invention provides a system for providing investment advice. The system includes: a database identifying a plurality of securities portfolios and maintaining portfolio information associated with the security portfolios; and 20 a server computer operably coupled to the database and accessible via client computers to a plurality of clients.

The server computer includes a trade advisor component operative to receive, from the database, portfolio information for a securities portfolio of a client. The trade advisor component proposes securities transactions based on a combined ranking of a return ranking and a risk ranking for each tradable security available to the client. The return ranking is based on an aggregation of normalized securities rankings from one or more analysts for each tradable security. The risk ranking is based on a normalized marginal contribution to risk of each security to the portfolio, where the normalized marginal contribution to risk is scaled by a factor reflecting a client's risk aversion. 25

30 Contrary to the assertion on pages 2, 6, and 7 of the Office Action that amended claim 51 is anticipated by Wallman, amended claim 51 contains recitations that are completely absent from Wallman. For example, the Wallman does not teach or suggest the following amended claim 51 recitations:

1) The trade advisor component proposes securities transactions based on a combined ranking of a return ranking and a risk ranking for each tradable security available to the client (hereinafter “proposes securities transactions based on a combined ranking” recitation);

5 2) The return ranking is based on an aggregation of normalized securities rankings from one or more analysts for each tradable security (hereinafter the “aggregation of normalized securities rankings from one or more analysts” recitation); and

10 3) The risk ranking is based on a normalized marginal contribution to risk of each security to the portfolio, where the normalized marginal contribution to risk is scaled by a factor reflecting a client’s risk aversion (hereinafter the “risk ranking based on normalized marginal contribution to risk” recitation).

15 THE “PROPOSES SECURITIES TRANSACTIONS BASED ON A COMBINED RANKING” RECITATION

Taking the above-quoted recitations in turn, the “proposes securities transactions based on a combined ranking” recitation is completely absent from Wallman. Similar to the discussion above with respect to the “combined ranking” recitation of amended claim 11 (see page 16), Wallman does not teach a trade advisor that proposes securities transactions based on a combined ranking of a return ranking and a risk ranking for each tradable security available to the client. Page 7 of the Office Action merely states the following with respect to this recitation:

25 the trade advisor component proposing securities transactions based on a combined ranking of a return ranking and a risk ranking for each tradable security available to the client (column 34, lines 15-50)

Thus, page 7 of the Office Action merely quotes the “proposes securities transactions based on a combined ranking” recitation and cites column 34, lines 15-50 of Wallman. Column 34, lines 15-50 of Wallman states in relevant part:

30 Screen 5 (34) is the operational screen for the services selected by the investor. If, for example, the investor wishes to evaluate the portfolio for tax effects, this Screen 5 (34) permits him to do so. The investor would specify in the tax effects communications menu the relevant parameters selecting from those available--such as stocks with losses, stocks with gains, long-term versus short-term gain or loss, combinations of the parameters, or all current tax positions. The system would then display for the investor the stock positions that satisfy the investor’s parameters, with dollar amounts listed.

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Because of the way the system works--allowing for ... frequent adjustments to the portfolio securities themselves, it is possible that an investor would have gains and losses in the same stock ... In that instance, the system would display the stock as having both such gains and losses. The investor would then be presented with a series of options as to what he would like to do next. These options are smart options and context sensitive so that, for example, an investor is able to sell individual securities simply by highlighting those securities in the list and clicking a command something like "sell at next portfolio adjustment." The transaction is then added to the portfolio as an adjustment and executed at the next transaction window. If the investor wished to sell immediately, the investor would highlight the securities and click "sell"                   immediately" ...[Emphasis added.]

Thus, the above-quoted section of Wallman appears to discuss an operational screen for services selected by an investor. The above-quoted section describes, as an example of one use of the operational screen, an evaluation of a portfolio for tax effects. Wallman suggests that one can select parameters and then the system of Wallman presumably would display stock positions that satisfy investor specified parameters. Wallman continues to describe that an investor would then be able to select individual securities from the list for sale.

In contrast, the claimed invention recites a *trade advisor component that proposes securities transactions based on a combined ranking of a return ranking and a risk ranking for each tradable security* available to the client. With reference to FIG. 5, the determination of the combined ranking is illustrated as step 5. With reference to FIG. 12, the proposed transactions are shown in the portfolio recommendations display 252. With reference to FIG. 13, the proposed transactions are shown in the portfolio recommendations display and in the general information display.

In other words, the claimed invention proposes transactions based on risk information and analyst/advisor forecasts that have been processed in a specific way designed to produce valuable proposed transactions. Whereas Wallman appears to discuss the wholly different idea of receiving investor specified selection parameters and merely presenting stock positions that meet the investor-selected parameters. As a concrete example of the difference, in the tax evaluation example provided in the above-quoted section of Wallman, no stocks would be displayed that were not part of the portfolio in question. In contrast, with reference to FIG. 13 of the present invention, proposed transactions can include buy recommendations for securities that are not part of the investor's portfolio (see, for example, the AAPL and BOUT buy recommendations in the portfolio recommendations display and/or the general information display of FIG. 13).

Thus, Wallman does not teach the “proposes securities transactions based on a combined ranking” recitation of amended claim 51.

THE “AGGREGATION OF NORMALIZED SECURITIES RANKINGS FROM ONE OR MORE ANALYSTS”

5    RECITATION

With respect to the “aggregation of normalized securities rankings from one or more analysts” recitation, page 7 of the Office Action merely states the following as support for the position that Wallman anticipates this recitation:

10                 the return ranking being based on an aggregation of normalized securities rankings from one or more analysts for each tradable security (column 30, lines 32-60; column 40, lines 40-50; security forecast ranking)

Thus, page 7 of the Office Action quotes the “aggregation of normalized securities rankings from one or more analysts” recitation, cites column 30, lines 32-60; column 40, 15 lines 40-50 of Wallman, and appears to paraphrase the cited sections as teaching security forecast ranking. Column 30, lines 32-60; column 40, lines 40-50 of Wallman were quoted and discussed above (see pages 18 and 19) with respect to the “determining combined rankings” recitation of amended claim 11.

Column 30, lines 32-60 of the Wallman patent states in relevant part:

20                 Referring to FIG. 4B, alternatively, or additionally, the computer-based system of the present invention also allows the investor to be presented with suggested portfolios created through other means--such as a recommended portfolio that reflects a specified strategy, such as the ten under performing stocks from the Dow Jones Industrial Index, or from a selected analyst, ... As shown in FIG. 4B, the investor can select from a category of portfolios 71-76, under each of which the investor can then select a particular type of portfolio within that category. For example, the investor can select an average portfolio for people with the same number of children as the investor by selecting “Similar Demographics” 74 and then “Number of Children” 77.

30                 As further examples, a noted analyst may state that her ideal portfolio would be the following fifty stocks in the following proportions, or a magazine may give its picks for the “ideal” portfolio, .... In any of these types of cases, Screen 5 would make available the list of companies and the suggested allocations (or if no allocation is provided by the entity creating the list, then in accordance with appropriate diversification requirements, risk and other preferences of the investor, as provided previously). [Emphasis added.]

The cited section quoted above appears to discuss a system that can present an 40 investor with a recommended portfolio that reflects a specified strategy such as from a

selected analyst. Presenting a portfolio recommended by a selected analyst does not teach the claim 51 recitation that the return ranking is based on an aggregation of normalized securities rankings from one or more analysts for each tradable security because, among other reasons, merely presenting a portfolio does not make use of the analyst's  
5 predictions/forecasts regarding individual securities, whether the securities are included in, or excluded from, the analyst's recommended portfolio.

Column 40, lines 40-50 of the Wallman patent states:

As noted, *there will also be pre-packaged or suggested portfolios*. The present invention will keep track of those portfolios. For example, the Washingtonian picks can be displayed for an investor who can then be given the option to purchase a basket of securities that are the same as the expert's picks that have been published. The Dow 500 and the Fortune 500 top stocks may also be tracked by the present invention with the opportunity given to invest in the same top stocks as listed in the index or the magazine. Again, *performance data on the stocks and portfolios that are potential candidates for investment can be generated to further inform the investor*. [Emphasis added.]  
10  
15

The cited section quoted above appears to note that there will be suggested portfolios and that performance data on the stocks and portfolios that are potential candidates for investment can be generated to further inform the investor. It is unclear what performance data can be generated. Perhaps, as suggested by FIG. 5 of Wallman, the generated performance data is return data generated by a stock over the past 12 months. In any event, there is no discussion of the claim 51 recitation that the return ranking is based on an aggregation of normalized securities rankings from one or more analysts for each tradable security.  
20  
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Thus, for the reasons cited above, the sections cited on page 4 of the Office Action (i.e., column 30, lines 32-60; column 40, lines 40-50) do not disclose the amended claim 51 "aggregation of normalized securities rankings from one or more analysts" recitation.

30 **THE "RISK RANKING BASED ON NORMALIZED MARGINAL CONTRIBUTION TO RISK" RECITATION**

With respect to the "risk ranking based on normalized marginal contribution to risk" recitation, page 7 of the Office Action merely states the following as support for the position that Wallman anticipates this recitation:

35 the risk ranking being based on a normalized marginal contribution to risk of each security to the portfolio, the normalized marginal contribution to risk having been scaled by a factor reflecting a client's risk aversion (figure 5; figure 13 and column 32, lines 58-67; risk ranking relative to the benchmark weights S&P 500 or another index)

Thus, page 7 of the Office Action quotes the “risk ranking based on normalized marginal contribution to risk” recitation, cites figure 5; figure 13 and column 32, lines 58-67 of Wallman, and appears to paraphrase the cited section as teaching “risk ranking relative to the benchmark weights S&P 500 or another index.” FIGS 5 and 13 of Wallman appear to show risk relative to the S&P 500 for individual stock positions in a portfolio and portfolio risk levels as a function of the S&P 500 or another index. Column 32, lines 58-67 of Wallman states:

When the portfolio is displayed as a list of securities to be included in the portfolio, the risk for each such security would be shown graphically, such as by a color or a bar next to the stock. As an example, the bar would be shaded one color (such as yellow) for stocks riskier than the average and another color (such as blue) for those less risky than the average (see FIG. 13 for an example), or the bars would extend to the right of each listed stock for those stocks that are less risky and to the left for those that are more risky. The longer the bar, the further it departs from the average. [Emphasis added.]

The cited section of Wallman appears to suggest that when the portfolio is displayed as a list of securities to be included in the portfolio, the risk for each such security would be shown graphically. FIGS 5 and 13 and column 32, lines 58-67 do not teach the “risk ranking based on normalized marginal contribution to risk” recitation because the cited materials of Wallman do not describe the risk values shown in FIGS. 5 and 13 as being based on normalized marginal contribution to risk. Indeed the terms normalized and marginal do not appear to be used anywhere in Wallman. Basing the risk ranking on normalized marginal contribution to risk advantageously results in more accurate risk rankings.

In sum, the Examiner does not and cannot cite a section of Wallman that teaches the “proposes securities transactions based on a combined ranking” recitation, the “aggregation of normalized securities rankings from one or more analysts” recitation, and the “risk ranking based on normalized marginal contribution to risk” recitation. If the Examiner repeats this rejection, the Applicant respectfully requests that the Examiner cite the specific section(s) and the specific language within the cited section(s) that the Examiner considers to teach the missing recitations.

Thus, for the reasons cited above, amended claim 51 is not anticipated by Wallman. In addition, amended claim 51 is not obvious in view of Wallman because, among other reasons, Wallman teaches away from proposing securities transactions based on a combined

ranking for each tradable security as claimed in amended claim 51. Wallman states the following in column 38, between lines 1 and 14:

Consequently, investors will be cautioned to focus on portfolio risk/returns, not individual stock risk/return. Again, then, there is a great advantage to investors as described above from being able to adjust their whole portfolio characteristics just through moving a pointer (51a, 52a in Screen A up or down (or the hand of a dial, or the color code on a litmus-type strip, etc.)), as opposed to having to consider and understand the effects on the portfolio from modifying individual stock positions. Thus less than expert investors, for example, can have their portfolio adjusted automatically by having the system re-weight or add cash, or leverage, when the investor adjusts the pointers, dials or colors. [Emphasis added.]

Thus, not only does Wallman not teach the recitations noted above, but it also  
teaches away from proposing securities transactions based on a combined ranking for each tradable security as claimed in amended claim 51. Indeed, Wallman specifically teaches away from helping an investor to consider and understand the effects on a portfolio from modifying individual stock positions. Furthermore, amended claim 11 is not obvious in view of Wallman for the reasons provided in the Declaration filed concurrently with this Amendment and Response. Consequently, amended claim 51 is patentably distinct from the Wallman patent.

#### **Independent Claim 58**

As defined by independent claim 58, the claimed invention provides a system for providing trading advice for a portfolio of securities. The system includes: a ranker component operative to receive a request to rank relevant securities; a portfolio component in communication with the ranker component and operative to receive a get benchmark request from the ranker component; and a security analyst component in communication with the ranker component and operative to receive a get security rankings request from the ranker component. The ranker component determines risk rankings of relevant securities using portfolio minus benchmark weights in determining the combined rankings of relevant securities based at least in part on risk rankings and on security forecast rankings.

Claim 58 recites “determining the combined rankings of relevant securities based at least in part on risk rankings and on security forecast rankings.” This recitation is substantially similar to the “determining combined rankings” recitation of amended claim 11. Thus, claim 58 is patentably distinct from Wallman at least for the reasons cited above

(starting on page 17) with respect to the “determining combined rankings” recitation of amended claim 11.

**Amended Independent Claim 66**

Claim 66 includes recitations substantially similar to the “normalizing security forecasts” recitation, the “determining combined rankings” recitation, and the “generating an order list” recitation of amended claim 11. Thus, claim 66 is patentably distinct from Wallman at least for the reasons cited above with respect to claim 11.

**Amended Dependent Claim 72**

Amended claim 72 depends from claim 66 and recites that normalizing security rankings includes collecting security rankings for a security from a plurality of security analysts, aggregating the security rankings for the security onto a uniform ranking scale and determining a consensus forecast from a plurality of security analysts. Contrary to the assertion on pages 2 and 11 of the Office Action, *collecting security rankings for a security from a plurality of security analysts, aggregating the security rankings for the security onto a uniform ranking scale and determining a consensus forecast from a plurality of security analysts as recited in amended claim 72 is completely absent from Wallman.*

Page 11 of the Office Action merely states the following as support for the position that Wallman anticipates claim 72:

Regarding to claim 72, Wallman discloses wherein obtaining security rankings comprises determining a consensus forecast from a plurality of security analysts (column 16, lines 1-22).

Thus, page 11 of the Office Action quotes a portion of claim 72 and then merely cites column 16, lines 1-22 of Wallman. Column 16, lines 1-22 of Wallman states:

Therefore, according to yet another aspect of the current invention, the investor could simply click on a button on the graphical investor interface and receive a proposed portfolio consisting of a selected grouping of securities like the ten under performing stocks in the Dow Index. The investor could then keep that portfolio as suggested, or modify that portfolio if desired by eliminating one of the stocks (to create the nine aforementioned) or by adding another to create eleven, or by modifying the relative weightings of the ten etc. The portfolio would then be acquired for the investor just as if the investor selected the securities to be included in that portfolio through other means. In addition, *the portfolio that is pre-packaged as a starting point for the investor could also be a portfolio recommended by another, such as* an investing magazine's picks for the next few years, or *an analyst* or investment bank's selections, or an organization's preferences (such as the AFL-CIO's or the Business RoundTable's preferences or members), or even a famous

person's selections. In each case the investor obtains the benefits of the system providing a portfolio of directly owned securities, as opposed to an interest in a fund or trust.

5        Thus, the above-quoted section of Wallman appears to suggest that a portfolio that is pre-packaged as a starting point for an investor could be a portfolio recommended by another, such as an analyst. The cited section of Wallman is wholly unrelated to the claim 72 recitation of collecting security rankings for a security from a plurality of security analysts, aggregating the security rankings for the security onto a uniform ranking scale and  
10      determining a consensus forecast from a plurality of security analysts because, among other reasons, providing a prepackaged portfolio from a single analyst is not equivalent to collecting security rankings for a security from a plurality of security analysts.

As noted in the present application between page 9, line 31 and page 10, line 17, stocks highly recommended by analysts generally outperform the market over the long term. Similarly stocks that are unfavorably recommended by analysts generally under perform the market over the long term. Indeed, research suggests that strategies of purchasing the stocks with the most favorable consensus (combined) recommendations or selling short the stocks with the least favorable recommendations produce an annual abnormal gross return. Thus, the method of amended claim 72 presents valuable advice to  
20      an individual investor who is preparing to make a transaction by determining a consensus forecast from a plurality of security analysts.

**Dependent claims 15-18, 49, 53, 54, 56, 60, 65, 69, and 71**

Dependent claims 15-18 depend from amended claim 11. Thus, claims 15-18 are patentably distinct from Wallman at least for the reasons provided above with respect to  
25      amended claim 11. Dependent claim 49 depends from claim 46. Thus, claim 49 is patentably distinct from Wallman at least for the reasons provided above with respect to amended claim 46. Dependent claims 53, 54, and 56 depend from claim 51. Thus, claims 53, 54, and 56 are patentably distinct from Wallman at least for the reasons provided above with respect to claim 51. Dependent claim 60 and 65 depend from claim 58. Thus, claims  
30      60 and 65 are patentably distinct from Wallman at least for the reasons provided above with respect to amended claim 58. Dependent claims 69 and 71 depend from claim 66. Thus, claims 69 and 71 are patentably distinct from Wallman at least for the reasons provided above with respect to amended claim 66.

**Rejection of claims 57, 59, 61-64, 67, 68, and 70 under 35 USC 103 (a)**

Claims 57, 59, 61-64, 67, 68, and 70 stand rejected under 35 USC 103(a) as being unpatentable over Wallman. Reconsideration and withdrawal of this obviousness rejection is deemed in order and requested.

5        Claim 57 recites a system for providing trading advice for a portfolio of securities. The system includes: a ranker component operative to receive a request to rank relevant securities; a portfolio component in communication with the ranker component and operative to receive a get benchmark request and a get tax lots request from the ranker component; and a security analyst component in communication with the ranker component  
10      and operative to receive a get security rankings request from the ranker component.

The ranker component is operative: to provide risk rankings of relevant securities using portfolio minus benchmark weights in determining a marginal contribution to risk associated with a relevant security; to determine tax rankings based in part on tax lot data; and to determine combined rankings of relevant securities as a weighted sum of risk rankings, security forecast rankings and tax rankings. The ranker component determines a marginal contribution to risk by: adding a specified weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting original values; and dividing by a change in weight.

15      The system further includes an asset allocator in communication with the ranker component. The asset allocator receives combined rankings for relevant securities from the ranker component and creates a trade list based at least in part on the combined rankings.

Contrary to the assertion on pages 11-13 that claim 57 is obvious in view of Wallman, claim 57 includes recitations that are not taught or suggested by Wallman. For example, Wallman does not teach or suggest the following claim 57 recitations:

20      1)     [determining] combined rankings of relevant securities as a weighted sum of risk rankings, security forecast rankings and tax rankings (hereinafter the “determining combined rankings as sum of risk, forecast and tax rankings” recitation);  
25      2)     [determining] a marginal contribution to risk by: adding a specified weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting original values; and dividing by a change in weight (hereinafter the “determining a marginal contribution to risk” recitation); and

3) [creating] a trade list based at least in part on the combined rankings (hereinafter the “creating a trade list” recitation).

THE “DETERMINING COMBINED RANKINGS AS SUM OF RISK, FORECAST AND TAX RANKINGS”

5 RECITATION

Taking the above-quoted recitations in turn, Wallman does not disclose or suggest the “determining combined rankings as sum of risk, forecast and tax rankings” recitation. Indeed, the last paragraph of page 12 of the Office Action acknowledges that “Wallman does not disclose determine [sic] combined rankings of relevant securities as a weighted 10 sum of risk rankings, security forecast rankings and tax rankings.”

But, the Office Action continues on page 13 with the following statements:

However, Wallman does disclose determine [sic] the risk rankings, security forecast rankings (figure 13, items 53a, 55a-55h, 54a, 56a-56h, and column 37, line 58-column 38, line 26, risk ranking and differential return ranking; column 16, lines 37-55; column 30, liens 32-60; column 40, 40-50; security forecast ranking), and tax rankings (column 34, lines 15-35). Moreover, it is well known in the art to determine a combined ranking as a weighted sum of the other rankings. For example, determining the overall ranking of a student by summing all rankings from different courses, determining the overall ranking of an employee by summing all rankings from different factors, etc. Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Wallman’s to apply the obvious method of combining rankings for determining combined rankings of relevant securities as a weighted sum of risk rankings, security forecast rankings and tax rankings for the purpose of providing more accuracy and efficiency in ranking securities, thus providing the investor the better advise in making the investment decision to select the securities included in his portfolio based on the combined rankings, in order to satisfy the investor’s investment goals. [Emphasis added.]

30 Contrary to the above-quoted section from the Office Action, there is no motivation or suggestion in Wallman to make the indicated modification of the subject matter of Wallman to achieve the claimed invention. It is the invention as a whole that must be evaluated; “...the changes must be evaluated in terms of the whole invention, including whether the prior art provides any teaching or suggestion to one of ordinary skill in the art 35 to make the changes [to the cited document] that would produce the patentee’s method and device.” Northern Telecom, Inc. v. Datapoint Corp., 908 F.2d 931, 15 USPQ 2d. 1321 (Fed. Cir. 1990).

An Examiner is not allowed to use hindsight to pick and choose among pieces of prior art references so as to reconstruct the claimed invention. In re Fritch, 972 F.2d at

1266. As the Federal Circuit has observed on more than one occasion, “[t]o imbue one of ordinary skill in the art with knowledge of the invention in suit, when no prior art reference or references of record convey or suggest that knowledge, is to fall victim to the insidious effect of a hindsight syndrome wherein that which only the inventor taught is used against  
5 its teacher.” In re Fine, 837 F.2d 1071, 1075 (Fed. Cir. 1988) (quoting W.L. Gore & Assoc. v. Garlock, Inc., 721 F.2d 1540, 1553 (Fed. Cir. 1983)). See also Pentec, Inc. v. Graphic Controls Corp., 776 F.2d 309, 313, 227 USPQ 2d. 1923, (Fed. Cir. 1985) Additionally, it is improper to focus on obviousness of substitutions, instead of on invention as a whole.  
10 Gillette Co. v. S.C. Johnson & Son, Inc. 16 USPQ 2d. 1923 (Fed. Cir. 1990). Indeed, one cannot use hindsight reconstruction to pick and choose among isolated disclosures in the prior art to deprecate the claimed invention. In re Fritch, 23 USPQ 2d 1780, 1783-84 (Fed. Cir. 1992).

*The above-quoted section of the Office Action appears to assert that the motivation for modifying the subject matter of Wallman to include the subject matter of the*  
15 *“determining combined rankings as sum of risk, forecast and tax rankings” recitation is to provide more accuracy and efficiency in ranking securities.* Thus, the Office Action appears to acknowledge that determining combined rankings of relevant securities as a weighted sum of risk rankings, security forecast rankings and tax rankings, as claimed, provides more accuracy and efficiency in ranking securities. The Office Action appears to  
20 further acknowledge that providing more accuracy and efficiency in ranking securities provides an investor better advice in making an investment decision, i.e., that advice based on the combined rankings helps an investor select which securities to include in the investor’s portfolio in order to satisfy the investor’s investment goals.

Applicants agree with this apparent acknowledgement of the value of the invention  
25 of claim 57. However, *the idea to determine combined rankings as claimed for the purpose of more accuracy and efficiency in ranking securities comes from the present application (see, e.g., page 9 between lines 7 and 32) and not from Wallman.* More specifically, the present application states on page 9 between lines 7 and 32: “[In] another embodiment, the invention combines the rankings from multiple sources, such that the  
30 combined ranking contains the most usable information... Thus, the system provides the user advice on a large number of stocks, which she can apply in managing her portfolio and in evaluating her list of potential purchases.”

Indeed, the Office Action does not cite a section in Wallman as providing the required suggestion or motivation to modify the subject matter of Wallman to achieve the invention of claim 57. As noted above, *to imbue one of ordinary skill in the art with knowledge of the invention in suit, when no prior art reference of record conveys or suggests that knowledge, is to fall victim to the insidious effect of a hindsight syndrome wherein that which only the inventors taught is used against its teachers.* If the Examiner repeats this obviousness rejection, the Applicants respectfully request that the Examiner cite the specific section of Wallman, and the specific language within that section, that the Examiner considers to provide the required suggestion or motivation.

Moreover, Wallman teaches away from determining combined rankings of relevant securities as a weighted sum of risk, security forecast and tax rankings, as claimed, to provide more accuracy and efficiency in ranking securities, which in turn provides an investor better investment advice, i.e., advice that helps an investor select which securities to include in the investor's portfolio.

Wallman states the following in column 38, between lines 1 and 14:

Consequently, investors will be cautioned to focus on portfolio risk/returns, not individual stock risk/return. *Again, then, there is a great advantage to investors as described above from being able to adjust their whole portfolio characteristics just through moving a pointer* (51a, 52a in Screen A up or down (or the hand of a dial, or the color code on a litmus-type strip, etc.)), *as opposed to having to consider and understand the effects on the portfolio from modifying individual stock positions.* Thus *less than expert investors, for example, can have their portfolio adjusted automatically by having the system re-weight or add cash, or leverage,* when the investor adjusts the pointers, dials or colors. [Emphasis added.]

Thus, not only does Wallman not teach the recitation noted above, but it also teaches away from proposing a trade list based at least in part on a combined ranking as claimed in claim 57. Indeed, Wallman specifically teaches away from helping an investor to consider and understand the effects on a portfolio from modifying individual stock positions.

In addition, the Examiner states the following on page 13 of the Office Action:  
[I]t is well known in the art to determine a combined ranking as a weighted sum of the other rankings. For example, determining the overall ranking of a student by summing all rankings from different courses, determining the overall ranking of an employee by summing all rankings from different factors, etc

The statement “it is well known in the art to determine a combined ranking as a weighted sum of the other rankings” appears to be derived from the Examiner’s personal knowledge and appears to be asserted to support the rejection of claim 57 among other claims. If the Examiner repeats the present rejection, per 37 CFR 1.104(d)(2) and MPEP 5 2144.03, the Applicants respectfully request that the Examiner provide an affidavit providing support for this statement. 37 CFR. 1.104(d)(2) states the following:

When a rejection in an application is based on facts within the personal knowledge of an employee of the Office, the data shall be as specific as possible, and the reference must be supported, when called for by the 10 applicant, by the affidavit of such employee, and such affidavit shall be subject to contradiction or explanation by the affidavits of the applicant and other persons.

Indeed, the Office Action provides examples (i.e., (1) determining the overall 15 ranking of a student by summing all rankings from different courses, and (2) determining the overall ranking of an employee by summing all rankings from different factors) presumably to demonstrate that it is well known in the art to determine a combined ranking as a weighted sum of the other rankings. However, these examples appear to relate to education and employee management, respectively, not to the art of the present invention. 20 In fact, it is not well known to one of ordinary skill in the art at the time of filing of the present application to determine combined rankings of relevant securities as a weighted sum of risk, security forecast and tax rankings, in the context of claim 57. Thus, Wallman does not disclose or suggest the “determining combined rankings as sum of risk, forecast and tax rankings” recitation.

25

THE “DETERMINING A MARGINAL CONTRIBUTION TO RISK” RECITATION

With respect to the “determining a marginal contribution to risk” recitation (i.e., determining a marginal contribution to risk by: adding a specified weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting 30 original values; and dividing by a change in weight), Wallman does not teach or suggest this recitation. Page 12 of the Office Action merely states the following in support of its position that Wallman teaches this recitation:

the ranker component determining a marginal contribution to risk by: adding a specified weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting original values; and dividing by a change in weight (column 24, lines 14-17; column 26 lines 10-35; adjusting 35

percentage allocation to meet the investor's financial goals, suggesting changes to the portfolio to satisfy the investor's preference).

Thus, page 12 of the Office Action quotes the relevant recitation, cites column 24, 5 lines 14-17 and column 26, lines 10-35 of Wallman and appears to paraphrase the cited sections as teaching "adjusting percentage allocation to meet the investor's financial goals, suggesting changes to the portfolio to satisfy the investor's preference." Column 24, lines 10-17 of Wallman states the following:

10 The system....[compares] the historical and expected rates of returns of the investor's portfolio to the rates of return assumed in the asset allocation models using known probabilistic methods including value at risk and sensitivity analysis, and when determining a difference exists, ...[suggests] an adjustment in the percentage allocation to correct for the difference so that the desired financial goals can be achieved within the constraints set by the 15 investor. [Emphasis added.]

Thus, as noted in the office action, the cited section of Wallman appears to teach adjusting percentage allocation to meet the investor's financial goals. Column 26, lines 10-35 of Wallman states the following:

20 As an example, an investor might have stated that he wished to invest solely in large capitalization, software, financial services and entertainment companies based in the United States with no negative corporate governance factors. The system then returns a listing of stocks, including obvious ones 25 that are household names and some that are not. The system then specifies percentages of each stock to allocate to the portfolio in order to insure a reasonable level of diversification (and would alert the investor if that could not be done). One example would be dividing the total dollar amount being invested by the number of securities meeting the criteria entered by the investor and allocating an equal dollar amount or a capitalization-weighted 30 dollar amount to each of the securities, and if there were fewer than twenty securities for example, indicating to the investor that reasonable levels of diversification were not necessarily achieved. It should be noted that other levels of diversification could be used as well.

35 In addition, the system specifies the level of risk for the portfolio and suggests changes to satisfy the investor's preferences. As an example, if there were insufficient companies in the above list, the system would suggest either relaxing the capitalization standard, or including more industries, such as communications, which could be viewed as similar to the non-manufacturing 40 industries selected by the investor. [Emphasis added.]

Thus, Wallman appears to discuss a system that suggests changes to investor specified stock selection criteria, e.g., a capitalization standard, in order to satisfy the investor's preferences. Although Wallman appears to discuss adjusting percentage

allocation to meet an investor's financial goals and suggesting changes to investor specified stock selection criteria, e.g., a capitalization standard, in order to satisfy an investor's preferences, it is not clear how Wallman achieves these two functions. Wallman does note in column 23, between lines 38 and 43, that there are many existing asset allocation models, any of which can be employed. Presumably one of these models is employed to adjust percentage allocation to meet an investor's financial goal as discussed in Wallman.

In any event, the cited sections of Wallman simply do not disclose or suggest determining a marginal contribution to risk by: adding a specified weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting original values; and dividing by a change in weight, as claimed.

THE "CREATING A TRADE LIST" RECITATION

With respect to the "creating a trade list" recitation, Wallman does not disclose or suggest creating a trade list based on combined rankings of relevant securities, the combined rankings being a weighted sum of risk, security forecast and tax rankings, as claimed. Page 12 of the Office Action states the following in support of the obviousness rejection of claim 57 in view of Wallman:

an asset allocator in communication with the ranker component, the asset allocator operative to receive combined rankings for relevant securities from the ranker component and to create a trade list based at least in part on the combined rankings (column 23, lines 21-60; the asset allocation model 1).

Thus, page 12 of the Office Action quotes the relevant recitation and merely cites column 23, lines 21-60 and the asset allocation model 1 from FIG. 1 of Wallman. Column 23, lines 21-60 of Wallman states in relevant part:

In the asset allocation model 1; an investor is first queried for answers to a series of questions that determine investor data ... the investor's risk tolerance and financial goals and objectives, .... the investor's preferred risk-return characteristics, the investor's preferences for various types of securities and preferred portfolio mix, .... There are a variety of different outputs for the asset allocation model. One formulation is an amount that the investor should invest in long-term investments, medium-term investments, and short-term investments. The asset allocation model determines a percentage allocation in each of the general investment types according to a set of known tables. There are many existing asset allocation models, any of which can be employed in the present invention, ...

An exemplary questionnaire used for input to any of the above asset allocation models is depicted in FIG. 2. FIG. 3 depicts an exemplary output of such an

	asset	allocation	model.
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The investor can enter the system at various stages, however, and need not answer all the questions. For example, the investor could start at the beginning, presenting all the basic information about age, income, liabilities, financial goals, etc. In that instance, the computer-based system of the present invention utilizes any of the known and publicly available asset allocation models, or a combination of such models, to provide information to the investor as to the percentage of investable assets that should be allocated, generally, to short-term liquid investments .., medium term investments ..., and long-term investments ....

Thus, With reference to FIG. 1, the above-quoted section of Wallman appears to indicate: that there are a variety of different outputs for the asset allocation model; that one formulation is an amount that the investor should invest in long-term investments, medium-term investments, and short-term investments; and that the asset allocation model determines a percentage allocation in each of the general investment types according to a set of known tables.

In contrast, the invention as claimed in amended claim 57 creates a trade list, e.g., a buy/sell list, based on the recited combined rankings. For example, with reference to FIGS. 12 and 13, the portfolio recommendation section 252 and the general information section (FIG. 13) of the illustrated graphical user interfaces include trade lists, e.g., buy and sell recommendations, that a system according to the invention generates based on the recited combined rankings. Creating a trade list advantageously allows an investor to receive recommendations for a small number of specific trades. The recommendations based on combined rankings being a weighted sum of risk, security forecast and tax rankings.

In addition, as noted above, claim 57 is not obvious in view of Wallman because, among other reasons, Wallman teaches away from considering individual proposed trades as would be presented in the trade list that results from claim 57. Wallman states the following in column 38, between lines 1 and 14:

Consequently, investors will be cautioned to focus on portfolio risk/returns, not individual stock risk/return. *Again, then, there is a great advantage to investors as described above from being able to adjust their whole portfolio characteristics just through moving a pointer* (51a, 52a in Screen A up or down (or the hand of a dial, or the color code on a litmus-type strip, etc.)), *as opposed to having to consider and understand the effects on the portfolio from modifying individual stock positions.* Thus *less than expert investors, for example, can have their portfolio adjusted automatically by having the system re-weight or add cash, or leverage,* when the investor adjusts the pointers, dials or colors. [Emphasis added.]

Thus, not only does Wallman not teach the above-noted recitations, but it also teaches away from creating a trade list of proposed transactions. Indeed, Wallman specifically teaches away from helping an investor to consider and understand the effects 5 on a portfolio from modifying individual stock positions. Consequently, claim 57 is patentably distinct from the Wallman patent.

In sum, the Examiner does not and cannot cite sections of Wallman that teach or suggest the “determining combined rankings as sum of risk, forecast and tax rankings” recitation the “determining a marginal contribution to risk” recitation; and the “creating a 10 trade list” recitation. If the Examiner repeats this rejection, the Applicant respectfully requests that the Examiner cite the specific section(s) and the specific language within the cited section(s) that the Examiner considers to teach or suggest the missing recitations.

Thus, for the reasons cited above, claim 57 is not taught or suggested by Wallman.

**Dependent claims 59, 62, 64, and 67**

15 Dependent claims (1) 59, 62, 64, and (2) 67 depend from independent claims 58 and 66, respectively. In addition, these claims include recitations that are substantially similar to some of the recitations just discussed with respect to independent claim 57. Thus, claims (1) 59, 61, 62, 64, and (2) 67 are patentably distinct from Wallman for the reasons provided above with respect to independent claims 57, 58 and/or 66.

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**Dependent claims 61 and 68**

Dependent claims 61 and 68 depend from independent claims 58 and 66, respectively. Claims 61 and 68 include the following substantially similar recitation: 25 wherein the ranker component is operative to determine a risk ranking for a relevant security by determining a marginal contribution to risk associated with the relevant security and wherein the ranker component is operative to determine the combined rankings as a weighted sum of the risk rankings and the security forecast rankings.

The Office Action merely states the following, between the bottom of page 13 and the top of page 14, in support of the position that claims 61 and 68 are obvious in view of 30 Wallman:

35 Wallman does not disclose wherein the ranker component is operative to determine a risk ranking for a relevant security by determining a marginal contribution to risk associated with the relevant security (figure 5; figure 13 and column 32, lines 58-67; determining risk ranking relative to benchmark weights S&P 500 or another index); Wallman does not disclose wherein the

ranker component is operative to determine the combined rankings as a weighted sum of the risk rankings and the security forecast rankings (see claim 57 for more details). [Emphasis added.]

5        Thus, the cited section of the Office Action notes that Wallman does not disclose the relevant recitations, cites figure 5; figure 13 and column 32, lines 58-67, appears to paraphrase the cited figures and section as teaching determining risk ranking relative to benchmark weights S&P 500 or another index, and states “see claim 57 for more details.” FIGS 5 and 13 appear to show risk relative to the S&P 500 for individual stock positions in  
10 a portfolio and portfolio risk levels as a function of the S&P 500 or another index. Column 32, lines 58-67 of Wallman states:

15        When the portfolio is displayed as a list of securities to be included in the portfolio, the risk for each such security would be shown graphically, such as by a color or a bar next to the stock. As an example, the bar would be shaded one color (such as yellow) for stocks riskier than the average and another color (such as blue) for those less risky than the average (see FIG. 13 for an example), or the bars would extend to the right of each listed stock for those stocks that are less risky and to the left for those that are more risky. The longer the bar, the further it departs from the average. [Emphasis added.]  
20

The cited section of Wallman appears to suggest that when the portfolio is displayed as a list of securities to be included in the portfolio, the risk for each such security would be shown graphically. FIGS 5 and 13 and column 32, lines 58-67 do not teach (as acknowledged by the office action) or suggest determining “a risk ranking for a relevant security by determining a marginal contribution to risk associated with the relevant security” as recited because the cited materials of Wallman do not describe the risk values shown in FIGS. 5 and 13 as being based on a marginal contribution to risk associated with the relevant security. Indeed the term marginal does not appear to be used anywhere in Wallman. Basing a risk ranking on a marginal contribution to risk associated with a relevant security advantageously results in more accurate risk rankings. Thus, for the reasons cited above, claims 61 and 68 are patentably distinct from Wallman.

#### **Dependent claims 63 and 70**

Dependent claim 63 depends from claim 62. Claim 62 depends from claim 61  
35 which in turn depends form claim 58. Claims 58 and 61 have been discussed above. Claim 62 recites that “the ranker component is operative to determine a risk ranking for a relevant security by adding a specified weighting to the portfolio, determining a revised contribution

to factor risk and residual risk, subtracting original values, and dividing by a change in weight.” Claim 63 recites that “the ranker component is operative to determine a risk ranking for a relevant security by: for the relevant security adding about a 0.1% weighting to the portfolio.”

5       Contrary to the assertion on pages 11 and 14 of the Office Action, Applicants respectfully assert that the invention of claim 63 is not obvious in view of Wallman because of the reasons provided above with respect to claims 58 and 62 and also because of the specific subject matter recited in claim 63. Page 14 of the Office Action acknowledges that  
10      “Wallman does not disclose wherein the ranker component is operative to determine a risk ranking for a relevant security by adding about a 0.1% weighting to the portfolio.” But, page 14 of the Office Action continues to state:

15       However, Wallman does disclose adding a specified weighting to the portfolio (column 24, lines 14-17; adjusting percentage allocation to meet the investor’s financial goals). Moreover, adding 0.1% weighting to the portfolio is a desired choice, in Wallman the investor allows to adjust the percentage allocation in his portfolio, thus the investor could add a specific weighting such as 0.1% weighting to meet his financial goal. Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Wallman’s to include the feature above for the purpose of allowing the investor to modify his portfolio in order to meet his financial goals.  
20

With respect to the statement in the quote directly above that Wallman does disclose adding a specified weighting to the portfolio, the Applicants have explained above (see page 35) with respect to the “determining a marginal contribution to risk” recitation of claim 57 that although Wallman appears to discuss adjusting percentage allocation to meet  
25      an investor’s financial goals, it is not clear how Wallman achieves this result. Wallman does note in column 23, between lines 38 and 43, that there are many existing asset allocation models, any of which can be employed. Presumably one of these models is employed to adjust percentage allocation to meet an investor’s financial goal as discussed in Wallman.

30       In any event, the cited section of Wallman simply does not disclose or suggest a ranker component operative to determine a risk ranking for a relevant security by: for the relevant security adding about a 0.1% weighting to the portfolio; determining a revised contribution to factor risk and residual risk; subtracting original values; and dividing by a change in weight, as claimed. In other words, Wallman appears merely to discuss adjusting  
35      allocation. In contrast and with reference to page 41 of the specification of the present application, the claimed invention is determining a portfolio specific marginal risk by

adding a discrete-sized (versus infinitesimal) change: for the relevant security about 0.1% weighting, and determining the marginal contribution to risk as a result of the discrete-sized addition of that particular security. In other words, because trades actually occur in discrete sizes, a portfolio manager or investor, using the methods and systems of the claimed invention, receives more accurate feedback, e.g., on the impact on a portfolio of a proposed trade. Thus, the Applicants respectfully assert that the rejection of claims 63 and 70 as obvious in view of Wallman is traversed.

**Declaration of Paul Samuelson**

Moreover, as noted in the Paul Samuelson Declaration submitted concurrently with this Amendment and Response, the long-felt need for tools that specifically address a portfolio manager's activities and the commercial success enjoyed by Upstream's Investment Management System (which incorporates the claimed subject matter) further support the conclusion of nonobviousness of the claimed subject matter. Thus, for the reasons cited above, claims 57, 59, 61-64, 67, 68, and 70 are patentably distinct from Wallman.

**Claims 74-77**

As defined by claim 74 and as taught in FIGS. 3A, 3B, 9, 14 and 16 and in the associated text (e.g., between page 47, line 3 and page 51, line 22), of the present application, the invention provides a method for assisting a user to manage a plurality of portfolios. The method includes: displaying a rebalance accounts display for providing information about a plurality of accounts; allowing a user to select one or more accounts for rebalancing; allowing a user to select a trading template to apply to the selected accounts; and applying the trading template to the selected accounts. At least one of the trades in the trade template is generated by a method including: using a ranker component to pass a get benchmark request to a portfolio component; using a ranker component to pass a get security rankings request to a security analyst component; determining risk rankings for relevant securities using portfolio minus benchmark weights; determining combined rankings for proposed trades of relevant securities based at least in part on risk rankings and on security forecast rankings; and generating an order list based on the combined rankings. Claim 74 includes a recitation substantially similar to the "determining combined rankings recitation of amended claim 11. Thus claim 74 is patentably distinct from Wallman at least for the reasons cited above with respect to the "determining combined

rankings" recitation of amended claim 11. Claims 75-77 depend, directly or indirectly, from claim 74.

Applicants submit that the pending claims are in allowable condition, and a notice to that effect is respectfully requested. The Examiner is invited to call the Applicants' 5 Attorney at the number provided below with any questions.

The Applicant does not believe that any fees are due. However, the Commissioner is hereby authorized to charge any fees that may be due, or credit any overpayment of same, to Deposit Account No. 50-0311, Reference No. 24309-501.

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Respectfully submitted,



C. Eric Schulman , Reg. No.43,350  
Attorney for Applicants  
Telephone: (617) 542-6000

15 Date: January 31, 2005

Correspondence should be addressed to customer number 30623.

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